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Get Ad Transaction

When a user accesses an IAN Site page, the page references a uniquely defined ad at the IAN server. Based on the demographics of the user, we will respond with an appropriate ad. We will record the following information:

Variable	Importance	Notes
IP address	1	could be: unique, address pool or proxy server
Browser name	1	most either tell the name, or derive from on-line service provider
Operating system	1	on-line service providers are a problem (AOL for sure)
Site page ad was requested from	1	each site and page will have a unique reference so we can track where call was made from. This is also required if an ad jump is taken
Time	2	record ad fed server time
Date	2	
Throughput	3	derive from connection (time to terminate connection)

Ad Jump Transaction

When a user selects an ad, we determine what ad they selected, record the following information and redirect the user to the proper advertising WWW server.

Variable	Importance	Notes
IP address	1	could be: unique, address pool or proxy server
Site page ad jump was requested from	2	each site and page will have a unique reference so we can track where call was made from
Ad the jump was requested from	2	each ad will have a unique reference
Date	2	
Browser name	3	either passed or derived by on-line provider
Operating system	3	on-line providers could be a problem
Time	3	

Define Site Transaction(s)

A site refers to a content provider. A WWW server may host any number of sites. The following defines the fields defined (though confirmed by ad fed) by each site:

Variable	Importance	Notes
Content category	1	Select from one or more pre-defined categories of content

**PLAINTIFF'S
EXHIBIT**

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Allowed advertisers	1	Select allowed advertisers and/or categories of advertisers
Region/location of interest	2	city, state, region, country or not regional
Contact info	1	name, email address
Company info	1	name, address, telephone, etc.
URLs for ads	1	list of URLs to add ads to

Define Ad Transaction(s)

An ad refers to a specific ad. An advertiser could have multiple ads. The following defines the fields defined (though confirmed by ad fed) for each ad:

Variable	Importance	Notes
Ad category	1	Select from one or more pre-defined categories for ad
Sites criteria	1	Select allowed sites and/or site categories
Ad image	1 3	Graphic of actual ad Multiple ads depending on throughput
Ad Jump URL	1	URL to jump to when Ad Jump is selected
User/domain criteria	1	Select criteria based on user/domain derived information
Max user impressions	1	upper bound for number of impressions
Ad type	1	premier, filler, web site, or IAF
Company name	1	name of company filing ad
Contact name	1	
Credit card number	1	must have a PO or credit card to file ad
PO number for ad	1	must have a PO or credit card associated with filing ad
Company address	1	
Dates for ad to display	2	could be days of week or running a special
Length of ad campaign	3	number of days ad is valid
Time range for ad display	3	defines time (from user perspective) when ad will be displayed. Could be local or GMT time, depending if time sensitive

User/Domain Variables

The information below is generated from both ad transactions and deriving information from the IP address. We will map all domain names to IP class address and domain type. For .com domains, we will derive company information from additional databases (business CD-ROM or Dun & Bradstreet).

- 1 = very certain or important
- 2 = reasonable certain or important
- 3 = uncertain or not important

Variable	Certainty	Importance	Notes
Domain name	1	1	derived from IP address. DNS lookup. whois
Domain type:			determined by DNS lookup. whois
On-line service (i.e. AOL)	1	1	
Dial-up ISP (i.e., Netcom)	1	1	
Commercial	1		
Education and level	1	1	
Government	1	1	
Military	1	1	
Geographic location	2	1	derived from DNS lookup
Company information:			cross reference from business database
Revenue	1	3	
Number of employees	1	3	
Primary SIC	1	1	
Secondary SIC	3	3	
Location	2	1	
Operating systems	2	2	Passed by most browsers, exceptions include AOL. ??
Browser type	1	3	Passed by browser, can deduce from on-line service providers
IP address	2	1	problem with proxy servers, ISPs (i.e., Netcom), and on-line providers (AOL)
IP address uniqueness	2	2	need to determine if we are dealing with user, ISP, host or proxy server. Could monitor address and determine if multiple users (multiple OS, browser type, # and time of hits). HTTP header should say
Access times	1	3	derived from ad transaction
Frequency	1	3	derived from ad transaction
Sex	2	3	able to derive from netnews and popular names
Title	2	2	able to read off signature field in netnews
Areas of interest	1	1	derived from ad transactions and netnews
Duration of page visits	3	3	only if unique IP addr, derived from ad transaction
Probability for taking specific types of ad links	2	1	derived from ad jump transaction
Connection throughput average	2	3	derived from connection time during ad

Ad Variables

Variables	Certainty	Importance	Notes
Category of ad	1	1	define ad transaction
Allowed sites	1	1	define ad transaction
Ad Jumps taken	1	1	derived from ad jump transaction
Ads viewed by site	1	1	derived by ad transaction
Ads viewed by user/domain	2	1	derived by ad transaction
Price per ad	1	1	define ad transaction

Miscellaneous

ad type - could be banner, along right or left column or even a background ad

use web consultants to resell ads

for advertisers, add a bingo card for lead tracking, we gather information and process request

add buttons to ad that allows user to indicated interest in ad or get more information

We can advertise on both shopping servers and company servers. We can target their own ads at their visitors. Cheaper price, get rid of their cut.

We can offer ads in different languages (i.e., Japanese Coke add for .jp users).

License a search server and put ads up depending upon criteria.

Test server by having users access a server and echo their characteristics back and have them check which are accurate. Possibly have gatech survey do it for us, have a dummy ad and then compare with the responses - over 13,000 participants last time.

Run a periodic promotion (say, \$10K drawing) to those IP addresses we *don't* have a profile for.

Have example ad campaigns for demonstration:
 university advertising to high school students
 tv advertising a show
 attachmate advertising their own products on their server, get attachmate to be a sponsor

Host web pages for anybody who will run ads

Yellow pages with ads

Target ads a specific companies about ads "Delta, why aren't you advertising here?". Or publications and analysts. "The Fed, the hottest product out there" Target wall street "Fed is red hot".

Issues:

Need to allow for multiple ads per page. Top and bottom could be a good place.

Is caching legal? Presents a problem for fed. As the fed, we could work out a uniform solution with access providers.

How does caching work? What is the loophole? We can add an expire in our http header or redirect to an ad file for certain domains.

need to create a unique identifier for ads (CGI script)

need to get browsers and on-line service providers to add a unique identifier (i.e. email address) to requests.

Whois

tracercroutc

DNS